

ONE DOZEN

# New Year's Resolutions



MARKETERS VOW TO STOP DOING

I'll stop asking Dad to **LIKE**  
my new Facebook page.

Dad, will you like  
my Facebook page?

Honey, I'll  
**LOVE** your  
Facebook page.

I will learn the real **NAMES** of the Twitter friends I meet at conferences.



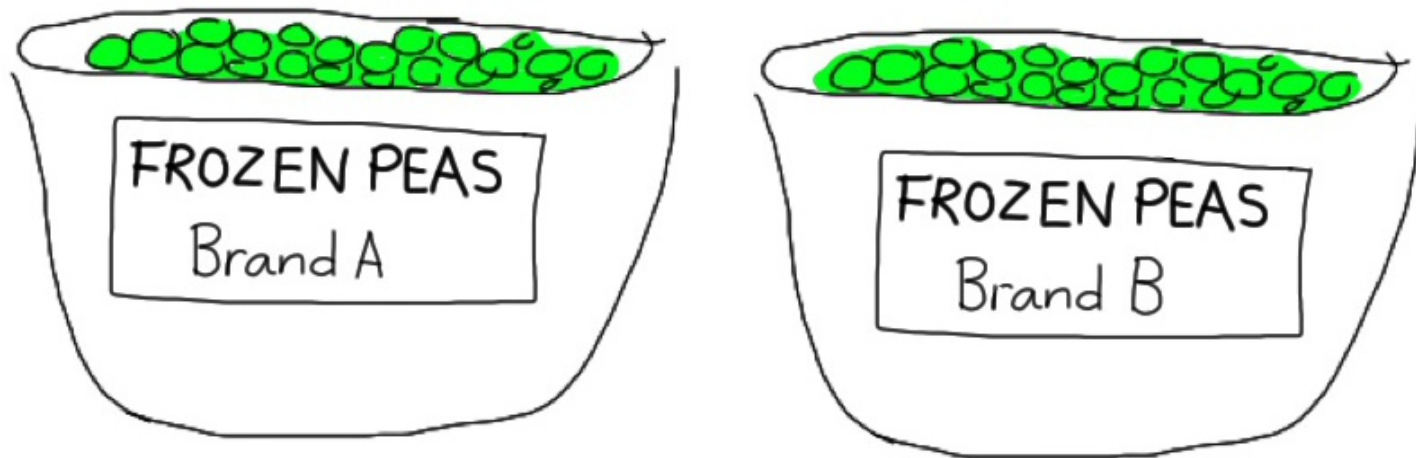
## Marketers New Year's Resolution #3

This year, I will watch the Super Bowl and cheer for a team, not just the ADS.

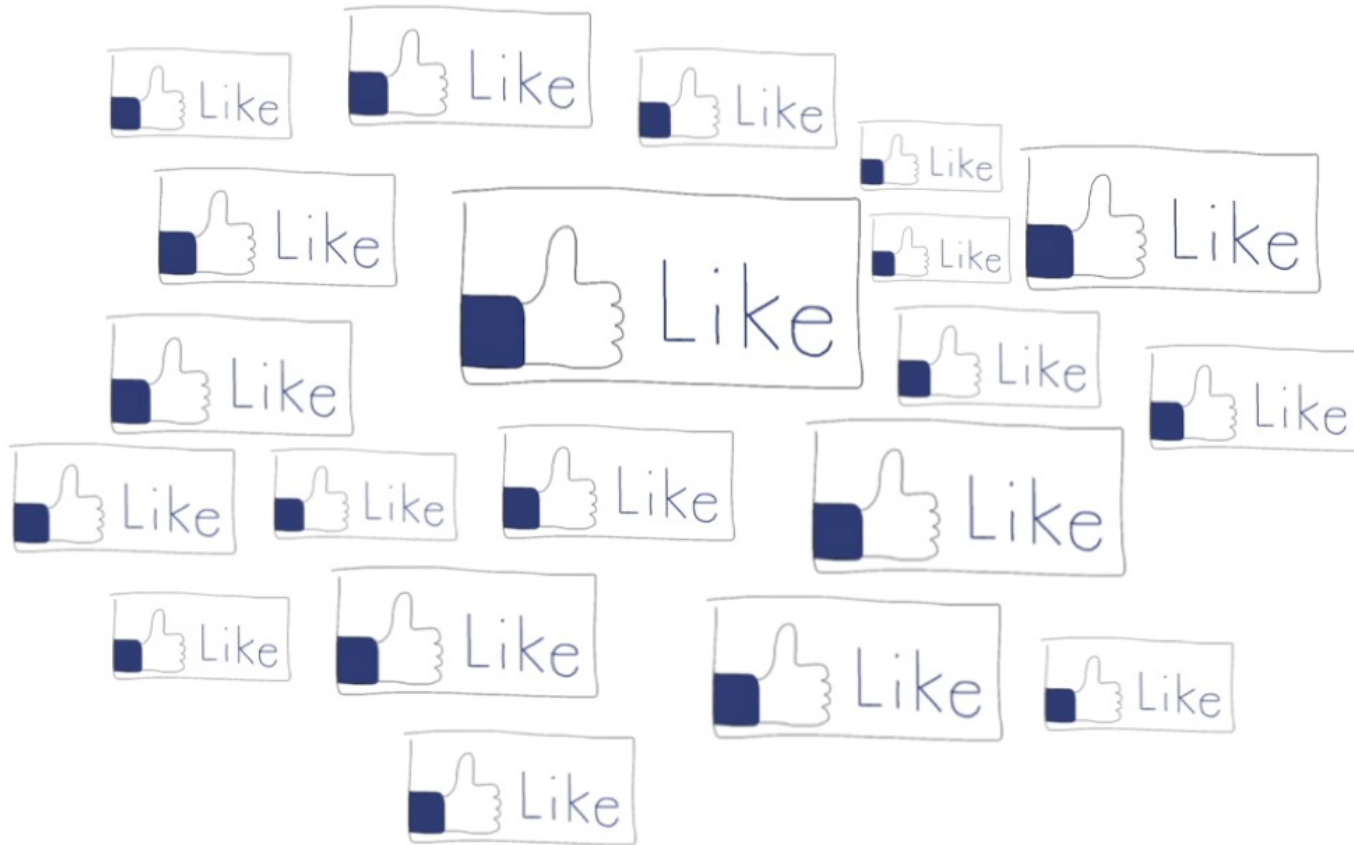




I will stop running **A/B TESTING**  
at the family dinner table.

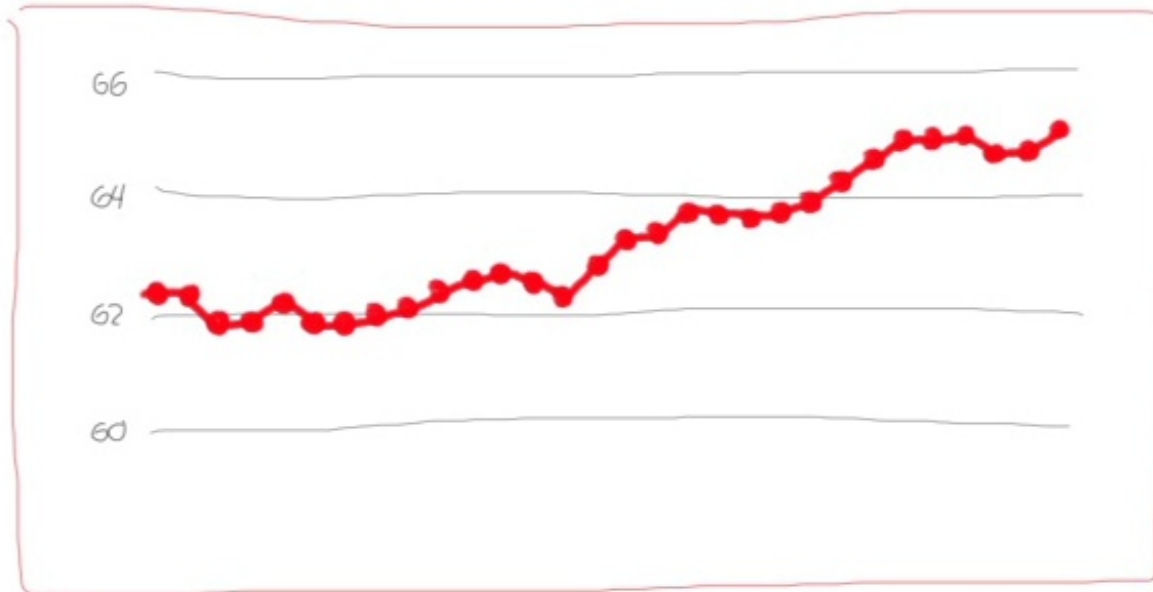


I will try really, really hard to refrain from **LIKING** my own posts on Facebook.



## Marketers New Year's Resolution #6

I will not resort to foul tactics in my efforts to win the office **KLOUT** competition.



I will not excessively post cat MEMES... until after I dominate said office Klout competition.





## Marketers New Year's Resolution #8

I will limit heartfelt **TWEETS** of admiration to my brand to once per quarter.



**Sparkle Mama NYC**  
@sparklemamanyc

The new ACME Pro-54 is epic! #iheartacme

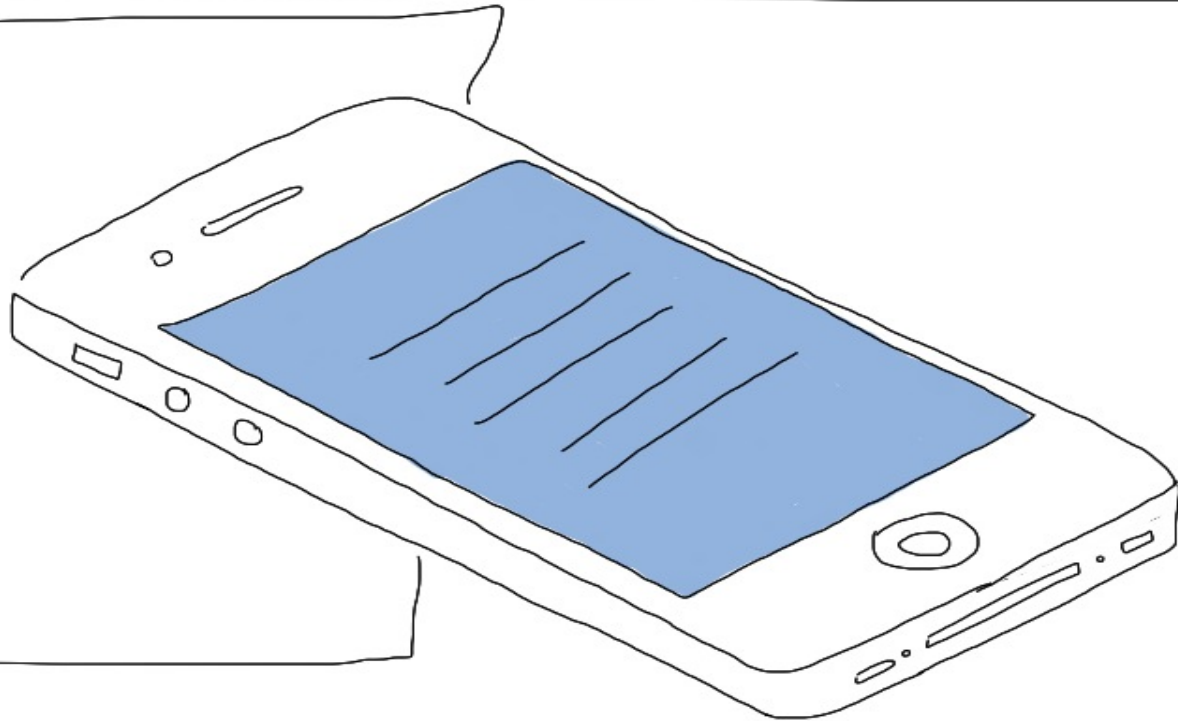


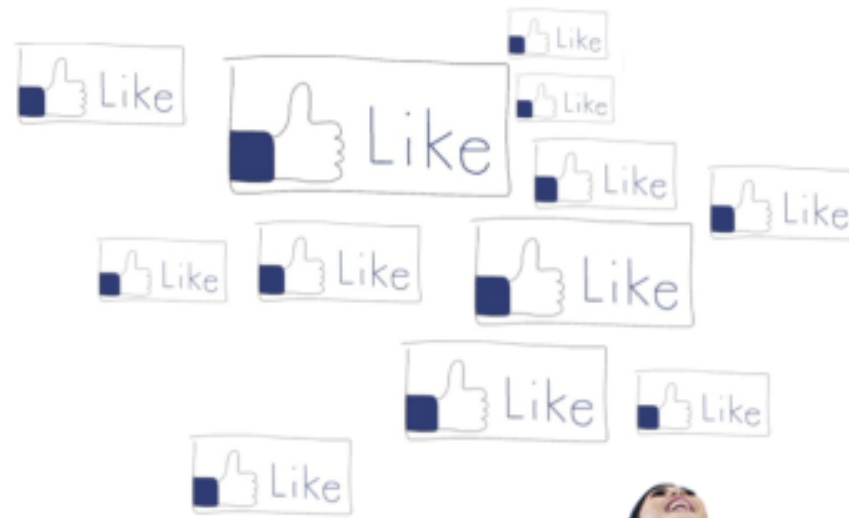
I will ask parent's permission before conducting market research on the **TEENS** in my carpool.

So do you kids  
still use Facebook?

I will stop secretly Facebooking during meetings.

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Yeah, right!

## Marketers New Years Resolution #11

I will put a penny in a jar each time I catch myself speaking Twitterspeak IRL.

A pink speech bubble with a black outline, containing the text "I'm going to OH that!". The bubble is oriented horizontally and has a tail pointing towards the bottom left.

I'm going to OH that!

## Marketers New Years Resolution #12

I will remember to put away Instagram after the first 30 minutes of the company party.









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